R J Reynolds
Tobacco Company

G. N. Kuruc, Jr.
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FAXED
October 1, 1997

Mr. Charles Iszard
Amerada Hess Corporation
One Hess Plaza
Woodbridge, NJ 07095

Dear Charlie:

Referencing my letter of September 19, which extended the special Forsyth Program on SIGNATURE (extension of $1.00/carton funding through December 31); I would like to recommend that we use an additional $1.00 per carton from your Accrual Fund to make the total off invoice amount $2.00 per carton.

This increased buy down amount should match our strategy on RJR Full Price ($2.00), and DORAL ($2.00) for November and December.

With your concurrence, I will communicate the new off invoice amount to our McLane contact.

Best Regards,

Nick

G. N. Kuruc, Jr.

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Source: https://www.industrydocuments.ucsf.edu/docs/shpn0000